

IN THE CLAIMS

1. (currently amended) A multi-year integrated marketing, production and financial system for use in a manufacturing business, said system comprising:

at least one computer;

a server configured with a plurality of spreadsheets to integrate a multi-year market forecast for all products produced ~~with production specifications, production and performance parameters such as capacity, efficiency, waste levels, materials, utilities and labor cost, and production scheduling;~~ and by the business, the server further configured to:

receive from the at least one computer data relating to the business including marketing data, production data, product data, pricing data, and cost data, wherein the marketing data includes a marketing forecast for a predetermined period of time;

analyze the marketing forecast based on the production data, the product data and the cost data;

output a production schedule and a cost of goods sold per unit based on the marketing forecast analysis;

determine whether the production schedule includes periods of at least one of over production capacity and under production capacity;

adjust the production schedule to account for the periods of at least one of over production capacity and under production capacity;

calculate a revenue for the business based on the adjusted production schedule, pricing data, and cost data; and

automatically populate the plurality of spreadsheets to display at least the marketing forecast, the adjusted production schedule, a cost of goods sold per unit, and the revenue for the business; and

a network interconnecting said server to said computers.

2. (original) A system according to Claim 1 wherein said server is further configured to determine at least one of per unit and per brand costing.

3. (original) A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand costing of materials.

4. (original) A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand costing of labor.

5. (original) A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand costing of utilities.

6. (original) A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand sales discounts, freight and commissions.

7. (original) A system according to Claim 1 wherein said server is further configured for input of operating expenses and fixed expenses for the business.

8. (original) A system according to Claim 7 wherein said server is further configured to automatically show impacts to Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) as a result of any change to any parameter in marketing, finance, or production.

9. (original) A system according to Claim 1 wherein said server is configured to determine whether capacity for production is at capacity, below capacity, or above capacity using a scheduling analysis.

10. (original) A system according to Claim 1 wherein said server is configured to determine a production schedule based on labor constraints and production restraints.

11. (original) A system according to Claim 1 wherein said server is configured to notify a user of critical situations resulting from at least one of a marketing forecast, production schedule change, a product specification change and a change in production capability.

12. (original) A system according to Claim 1 wherein said server is configured to receive and store at least one of marketing data, production data, product data, pricing data and cost data.

13. (original) A system according to Claim 1 wherein said network is at least one of the Internet, an intranet, a local area network (LAN), a wide area network (WAN), dial-in-connections, cable modems and special high-speed ISDN lines.

14. (currently amended) A system according to Claim 1 wherein said server is configured ~~with a revision log incorporating a listing of all changes and revisions to said spreadsheets by date. to:~~

prompt a user to update at least one data point included in any of the marketing data, production data, product data, pricing data, and cost data; and

automatically re-populate the plurality of spreadsheets based on the at least one updated data point.

15. (currently amended) A computer implemented method for producing multi-year forecasts for products produced in a manufacturing business using an integrated marketing-production-finance computer system, the computer configured with a plurality of spreadsheets, said method comprising the steps of:

uploading to the computer data relating to the business at least one of production specifications, production and performance parameters and production schedules for individual

product lines; and including marketing data, production data, product data, pricing data, and cost data, wherein the marketing data includes a marketing forecast for a predetermined period of time;

~~determining any changes to the forecasts based upon uploaded data.~~

storing the data within a database coupled to the computer;

analyzing using the computer the marketing forecast based on the production data, the product data and the cost data;

outputting a production schedule and a cost of goods sold per unit based on the marketing forecast analysis;

determining whether the production schedule includes periods of at least one of over production capacity and under production capacity;

adjusting the production schedule to account for the periods of at least one of over production capacity and under production capacity;

calculating a revenue for the business based on the adjusted production schedule, pricing data, and cost data; and

automatically populating the plurality of spreadsheets to display at least the marketing forecast, the adjusted production schedule, a cost of goods sold per unit, and the revenue for the business.

16. (currently amended) A method according to Claim 15 ~~wherein said step of determining any changes to the forecasts further comprises~~ comprising the step of determining at least one of per unit and per brand costing.

17. (original) A method according to Claim 16 wherein said step of determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand costing of materials.

18. (original) A method according to Claim 16 wherein said step of determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand costing of labor.

19. (original) A method according to Claim 16 wherein said step of determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand costing of utilities.

20. (original) A method according to Claim 16 wherein said step of determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand sales discounts, freight and commissions.

21. (original) A method according to Claim 15 wherein said step of uploading data further comprises the step of uploading operating expenses and fixed expenses for the business.

22. (currently amended) A method according to Claim 15 ~~wherein said step of determining any changes to the forecasts~~ further comprises comprising the step of determining impacts to Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) as a result of any change to any parameter in marketing, finance, or production.

23. (currently amended) A method according to Claim 15 wherein said step of ~~determining any changes to the forecasts~~ determining whether the production schedule includes periods of at least one of over production capacity and under production capacity further comprises the step of determining whether capacity for production is at capacity, below capacity, or above capacity using a scheduling analysis.

24. (currently amended) A method according to Claim 15 wherein said step of ~~determining any changes to the forecasts~~ determining whether the production schedule includes

periods of at least one of over production capacity and under production capacity further comprises the step of determining a production schedule based on labor constraints and production restraints.

25. (original) A method according to Claim 15 further comprising the step of notifying a user of critical situations resulting from at least one of a marketing forecast, production schedule change, a product specification change and a change in production capability.

26. (original) A method according to Claim 15 wherein said step of uploading data further comprises the step of receiving and storing at least one of marketing data, production data, product data, pricing data and cost data.